(b)| if so. the reasons therefor;

(c) whether Government propose to' review this decision in view of the non-existence of any such ban on various foreign TV channels; and

(d) the steps being taken to review this matter?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) Yes, Sir. Advertisements on certain products like cigarette/ tobacco, liquor etc. are banned on Doordarshan, keeping in view the social responsibility of the medium.

(c) and (d) The review of advertisement code of Doordarshan from time to time is an on going activity.

Starting new TV channels in the country

936, SHRI IQBAL SINGH: Will the Minis'?: of INFORMATION AND BROADCASTING be pleased to state

(a) whether Government have decided to start 21 channels for TV viewers in the country from August, 1994;

(b) if so, the details in this regard;

(c) whether the Union Government have sanctioned Rs. 700 crores for Doordarshan and Rs. 318 crores for the All India Radio for expansion of their network; and

(d) if so, the details in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) No Sir.

(c) and (d) Yes, Sir. For expansion of their network all over the country, All India Radio has 131 schemes under implementation/envisaged at an estimated capital cost of Rs. 117 crores (approx.) and Doordarshan has 358 projects under implementation / envisaged at an estimated capital cost of Rs. 719 crores (approx.).

Proposals for new serials

937. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to stale:

(a) whether Government have invited proposals for new serials in various categories such as social themes, family serials, serials of children's interest, science serials, etc. for establishing communal harmony among the masses of the country;

(b) if so, the details thereof and if not, the reasons therefor;

(c) the number of T.V. serials and documentaries prepared and submitted by private producers for communal harmony among the masses of the country during the years 1992 and 1993;

(d) the number of proposals for telecast of new programmes through Doordarshan received during this period; and

(e) the details thereof in this respect?

THE MINUTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) to (e) Receipts of proposals for new serials and documentaries on different themes and subjects and their examination is an ongoing process. Proposals are received and processed by various Doordarshan Kendras and also by the Directorate of Doordarshan The information relating to receipt, approval and telecast of such proposals is not kept centrally in a compiled form.

Doordarshan studio at Pune

938. SHRI SURESH KALMADI Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the foundation for the Doordarshan Studio at Pune has since been laid; and

(b) if so, when the same is likely to be completed and put into operation?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir.

(b) The scheme for setting up of the Centre at Pune will take about 3 years to complete.

Holding of the International Film Festival at Pune

939. SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to hold an International Film Festival at Pune in the next few years; and

(b) if so, when the same will be held?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) The venue of the festival is decided every year by rotation from among the major film producing centres in India besides New Delhi, taking into account all relevant factors. No final decision has been taken about the next festival to be held in 1995, the Centenary year of cinema.

Revision of Advertisement Rates on Doordarshan

940 SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have revised advertisement rates on Doordarshan;

(b) if so, what are the details thereof; and

(c) what will be the additional revenue earned because of the revision in the rates?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir. Doordarshan has revised its advertisement rates which will come into effect from 21.03.1994.

(b) A Statement giving the salient features of the new rate card it annexed. *(See below).*

(c) The revised rate card has been devised with the objective of making sponsorship of programmes cost effective and spot-buys attractive. The actual im pact of the new rate card will be vesible only after 2-3 months.

Statement

Salient Features of the Revised Rate Card
General

(i) Sponsorship of film-based programmes of Doordarshan withdrawn. However, Premium Spots introduced in-between these types of programmes.

(ii) Discount for spot buy ads with more than 30 seconds duration introduced.

(iii) Surcharge on tie-up spots withdrawn.

(iv) Commercial breaks for outside programmes already introduced.

(v) Restriction on duration of corporate ads withdrawn.

(vi) Number of sponsors increased for National Network and Kendras.

NATIONAL NETWORK

(i) Reduction of spot buy for super A, A Special and A categories.

(ii) Banking of 30 seconds FCT for first five episodes of serials in Super A and A Special categories on National Network.

(iii) Sponsorship fee of both outside production and Doordarshan programmes reduced to make them cost-effective for sponsorship.

(iv) Spot buy rate before Samachar (8.30) PM and News in English (10.00 PM) reduced.